

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 1887

USDOC WASHDC

UNCLAS SECTION 1 OF 5 SINGAPORE 0342

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJ: FISCAL YEAR 1976 CCP

REF: STATE A-9016, 12/6/74; SINGAPORE 0155; SINGAPORE 267

SUMMARY AND COMMENT

EMBASSY HAS FORMULATED ITS RECOMMENDATIONS AS TO CAMPAIGNS, OBJECTIVES, AND ACTIVITIES TO BE INCLUDED IN THE FY 1976 CCP, AS REQUESTED IN REFAIR. SUBMISSION IS IN TWO PARTS:

I. SUMMARY OF FY 1976 PROGRAM ACTIVITIES

II. CAMPAIGN WORKSHEETS.

EMBASSY ANTICIPATES THESE RECOMMENDATIONS WILL BE REFINED BEFORE AND DURING WAG VISIT TO POST AND, SUBSEQUENTLY, BY RESULTS OF MARKET RESEARCH AND CHANGING MARKET CONDITIONS. EMBASSY ALSO UNDERSTANDS THAT THESE RECOMMENDATIONS DO NOT PRECLUDE EMBODIMENT OF OTHER ELEMENTS OF EMBASSY WORKLOAD IN CCP, SUCH AS BUSINESS VISITORS AND CORRESPONDENCE, INVESTMENT PROMOTION, MAJOR PROJECTS, PTRS, CERP REPORTING, IOGAS, TRADE SHOWS IN THE U.S., ETC., ALL OF WHICH DO NOT LEND THEMSELVES NEATLY TO INCLUSION IN CAMPAIGN FORMAT. ACTIVITIES REQUIRING AUDIO-VISUAL MATERIALS FOR DISPLAY IN COMMERCIAL SERVICES WILL REQUIRE SOME PROCUREMENT ASSISTANCE BY USIA/COMMERCE. UNDER OPTIMAL BUDGET EMBASSY COULD ALSO PROCURE BETWEEN-SHOW PROMOTIONS ON MAJOR CAMPAIGN THEMES.

END SUMMARY AND COMMENT.

I. SUMMARY OF FY 1976 PROGRAM ACTIVITIES

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1. PRODUCT CAMPAIGNS

1.1 MARKET RESEARCH CAMPAIGN: ENERGY SYSTEMS,
METALWORKING EQUIPMENT, AND THREE OTHER MARKET
RESEARCH STUDIES.

1.2 PROCESS CONTROL/POLLUTION CONTROL EQUIPMENT
MAJOR TC EXHIBIT, SEPTEMBER 1975.

1.3 SHIPBUILDING/SHIP REPAIRING
MAJOR TC EXHIBIT, JULY 1975.

1.4 CONSUMER GOODS
ONE IN-STORE PROMOTION, JULY 1975, CONSUMER GOODS BUYERS
CATALOG SHOW, MARCH 1976, AND ANOTHER IN-STORE PROMOTION
AT A DATE TO BE DETERMINED.

IN ADDITION, IF FY '75 MARKET RESEARCH APPEARS TO JUSTIFY,
EMBASSY SUGGESTS FOLLOWING CAMPAIGNS:

1.5 INDUSTRIAL/COMMERCIAL SECURITY DEVICES -
JAN. '76, MAJOR TC EXHIBIT (VERSUS PRESENTLY
PLANNED JEEP)

1.6 HOTEL AND RESTAURANT EQUIPMENT - MAY 1976
TRADE MISSION

1.7 MODERN BUSINESS EQUIPMENT & SYSTEMS - JUNE 1976
MAJOR TRADE CENTER EVENT (VERSUS PRESENTLY PLANNED JEEP)

1.8 WOODWORKING - MARCH 1976
MAJOR TRADE CENTER EVENT

1.9 AUTOMOTIVE SERVICES: CATALOG SHOW, AUGUST 1975
(POST CONSIDERS THIS EVENT MARGINAL)

NOTE: ABOVE CAMPAIGNS INCLUDE ALL FY '76 EVENTS PROPOSED
STATE A-6649 AND STATE 235475. HOWEVER, POYZ RECOMMENDS, IF
RESEARCH JUSTIFIES, FULL TC SHOWS IN PLACE OF JEEPS FOR INDUS-
TRIAL/COMMERCIAL SECURITY DEVICES AND MODERN OFFICE EQUIPMENT
THEMES.

2. OTHER PRIORITY PROJECTS

2.1 DEVELOPMENT OF COMMERCIAL INFORMATION SYSTEM
2.2 INCREASED REGIONAL EXPORT PROMOTION.

II. CAMPAIGN WORKSHEETS

1.1 MARKET RESEARCH CAMPAIGN - FY 1976. NOTE: FOR SAKE OF
SIMPLICITY ALL MARKET RESEARCH IS PRESENTED AS SINGLE CAMPAIGN.

A. ENERGY SYSTEMS: MARKET RESEARCH
CAMPAIGN MANAGER: CHARLES S. AHLGREN
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CAMPAIGN STATEMENT
AS THE SUPPLY CENTER OF THE REGIONAL OIL EXPLORATION EFFORT,
SINGAPORE WOULD APPEAR TO PRESENT A POTENTIAL MARKET FOR SALE
OF ENERGY SYSTEMS, ESPECIALLY TO OIL RIGS, SUPPLY SHIPS, AND
LOGISTICAL SUB-BASES. THERE IS ALSO A MARKET IN LOGGING AND
MINING INDUSTRIES (SEE SINGAPORE'S BEST PRODUCTS/TARGET INDUS-
TRIES FOR FURTHER DETAILS).

PROJECT OBJECTIVES

MARKET RESEARCH, TO DETERMINE IF SIZE AND NATURE OF MARKET IS SUCH AS TO WARRANT EXPORT PROMOTION THROUGH TRADE CENTER OR OTHER EVENT IN FY 1977. RESEARCH COULD ALSO PROVIDE COMPLE-

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FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 1888

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MENTARY REGIONAL MARKET INFORMATION OF USE IN PROMOTING APRIL, 1976, ENERGY SYSTEMS OFFSITE EXHIBIT IN INDONESIA.

B. METALWORKING EQUIPMENT: MARKET RESEARCH

CAMPAIGN STATEMENT

SINGAPORE HAS BEEN A TRADITIONAL SERVICING, REPAIR AND ENGINEERING WORKSHOP OF SOUTHEAST ASIA. BOOM IN SHIPBUILDING AND REPAIR AND ANNOUNCED INTENTION TO DEVELOP THE METALWORKING/ENGINEERING INDUSTRY INTO A MAJOR INDUSTRY MAKES SINGAPORE POTENTIAL MARKET FOR METALWORKING EQUIPMENT.

PROJECT OBJECTIVES

TO DEVELOP MARKETING INFORMATION AS BASIS FOR PROMOTION IN FY 1977.

C. ACTIONS FOR MARKET RESEARCH CAMPAIGN IN FY 1976:

SUBMIT AT LEAST THREE RESEARCH BIDS TO USDOC FOR EACH OF ABOVE TWO SUGGESTED MARKET RESEARCH THEMES.

AWARD BID AND COMPLETE RESEARCH. MAKE RECOMMENDATION TO USDOC ON FY 1977 PROMOTION OF THESE THEMES.

POST WILL ALSO UNDERTAKE TO CONTRACT OUT AT LEAST THREE MORE MARKET RESEARCH STUDIES, DEPENDING ON EVENTS ULTIMATELY CHOSEN FOR TC PROMOTION IN FY 1977. THESE STUDIES MAY BE NEEDED UPDATES OF FORMER STUDIES (E.G., EDP, MEDICAL EQUIPMENT, SHIP-

BUILDING, BUSINESS SYSTEMS) OR NEW THEMES (CONSTRUCTION, MARINE ELECTRONICS).

D. POST FURTHER REQUESTS FUNDS TO CONTRACT OUT IN FY 1976
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MARKET-WIDE RESEARCH, I.E., RESEARCH DESIGNED TO ASCERTAIN FROM AN OUT-OF-HOUSE SURVEY WHERE THE BEST OPPORTUNITIES LIE FOR PROMOTION OF US PRODUCTS IN THE SINGAPORE MARKET. THIS WOULD BE IN ADDITION TO THE BEST PROSPECTS/TARGET INDUSTRIES STUDY, PTR'S, AND OTHER MARKET RESEARCH REPORTING.

1.2 PROCESS CONTROL/POLLUTION CONTROL EQUIPMENT
CAMPAIGN MANAGER: PETER B. MORRISSEY

CAMPAIGN STATEMENT:

PROCESS CONTROL EQUIPMENT IS ONE OF THE FIVE TARGET INDUSTRIES TO RECEIVE PRIMARY INTENSIVE PROMOTION BY USDOC IN FY 1976. POLLUTION CONTROL EQUIPMENT HAS BEEN SELECTED AS A PROMOTABLE THEME FOR FY 1976 IN CONJUNCTION WITH PROCESS CONTROL INSTRUMENTATION AS A RESULT OF POST-CONDUCTED MARKET RESEARCH SUBMITTED IN FY 1975. US EXPORTS OF PROCESS CONTROL INSTRUMENTS TO SINGAPORE ARE EXPECTED TO REACH \$1.7 MILLION FOR CY 1974, WHICH WOULD MAKE THE US SHARE OF SINGAPORE'S TOTAL IMPORTS OF THESE PRODUCTS APPROXIMATELY 23 PERCENT. SINGAPORE'S ESTIMATED TOTAL MARKET FOR POLLUTION CONTROL EQUIPMENT IS APPROXIMATELY \$6 MILLION FOR CY 1974. US EXPORTS OF POLLUTION CONTROL EQUIPMENT TO SINGAPORE ARE ESTIMATED TO BE \$3.3 MILLION IN CY 1974.

PROJECT OBJECTIVES

15 US FIRMS INTRODUCED TO THE SINGAPORE MARKET BY PRODUCT EXHIBITION AT TC.
10 AGENCY AGREEMENTS SIGNED.
300 NEW SALES LEADS.
10 TRADE OPPORTUNITIES.
9 ARTICLES RELEASED TO MEDIA.

ACTIONS

BY SEPTEMBER 30
1. ISSUE COMPANY AND PRODUCT PRESS RELEASES.
2. DEVOTE ONE ISSUE OF SECOMMERCIAL NEWSLETTER TO THESE PRODUCT THEMES.
3. PUBLISH NEW PRODUCTS ISSUE OF NEWSLETTER INCLUDING LIST OF EXHIBITORS AND ANNOUNCEMENTS OF TC SHOW.
4. ORGANIZE SHOW AT TC WITH COMBINED THEME: PROCESS CONTROL/ POLLUTION CONTROL EQUIPMENT.
5. SPONSOR SEMINAR BY LEADING US AUTHORITY ON CURRENT TECHNICAL ASPECTS OF PROCESS CONTROL INSTRUMENTATION IN CONJUNCTION WITH
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TC SHOW.

6. DEVELOP AND REPORT 4 TRADE OPPORTUNITIES.

7. MAKE 30 KEY MAN CALLS.

BY DECEMBER 31

8. HOLD GENERAL VTR/FILM PRESENTATIONS OR MOUNT ECOLOGY DISPLAYS
(STRESSING ESPECIALLY OIL POLLUTION) IN COMMERCIAL SERVICES
(SUBJECT TO AVAILABILITY OF MATERIALS).

9. DEVELOP AND REPORT 2 TRADE OPPORTUNITIES.

BY MARCH 31

10. DEVOTE ONE SPECIAL RESOURCE PUBLICATION TO ECOLOGY (USIS).

11. ISSUE COMPANY AND PRODUCT PRESS RELEASES OR DISTRIBUTE
ARTICLE REPRINTS.

12. DEVELOP AND REPORT 2 TRADE OPPORTUNITIES.

BY JUNE 30

13. DEVOTE ISSUE OF COMMERCIAL NEWSLETTER TO NEW PRODUCTS.

14. DEVELOP AND REPORT 2 TRADE OPPORTUNITIES.

1.3 SHIPBUILDING AND SHIP REPAIRING EQUIPMENT
CAMPAIGN MANAGER: PETER B. MORRISSEY

CAMPAIGN STATEMENT

THIS PRODUCT CATEGORY HAS BEEN SELECTED FOR INTENSIVE
PROMOTION DURING FY 1976 ON THE BASIS OF POST-CONDUCTED MARKET
RESEARCH DURING FY 1975. THE RESEARCH FOUND A SIGNIFICANT
AND GROWING MARKET IN SINGAPORE FOR A WIDE RANGE OF PRODUCT
ITEMS.

PROJECT OBJECTIVES

15 US FIRMS INTRODUCED TO THE SINGAPORE MARKET BY EXHIBITING
OF PRODUCTS AT TC.

7 AGENCY AGREEMENTS SIGNED.

600 REPRESENTATIVES OF SINGAPORE FIRMS EXPOSED TO DEMONSTRATION
OF US PRODUCTS.

200 NEW SALES LEADS.

20 TRADE OPPORTUNITIES.

12 ARTICLES RELEASED TO MEDIA.

ACTIONS

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BY SEPTEMBER 30

1. PUBLISH SPECIAL "NEW PRODUCTS" NEWSLETTER WITH ANNOUNCE-
MENT FOR TC SHOW.

2. ISSUE COMPANY AND PRODUCT PRESS RELEASES.

3. ORGANIZE SHOW AT TC ON THIS THEME.
4. SPONSOR SEMINAR/LECTURE BY LEADING US AUTHORITY ON SHIP-BUILDING IN CONJUNCTION WITH TC SHOW.
5. DEVELOP AND REPORT 8 TRADE OPPORTUNITIES .

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INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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FM AMEMBASSY SINGAPORE

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6. MAKE 30 KEY MAN CALLS.

BY DECEMBER 31

7. DEVELOP AND REPORT 4 TRADE OPPORTUNITIES.

BY MARCH 31

8. HOLD GENERAL VTR/FILM PRESENTATIONS IN COMMERCIAL SERVICES OR PHOTOGRAPHIC DISPLAY OF AMERICAN SHIPBUILDING/SHIP REPAIR INDUSTRY (SUBJECT TO AVAILABILITY OF MATERIALS FROM USIA OR MARITIME ADMINISTRATION).

9. DEVOTE ISSUE OF COMMERCIAL NEWSLETTER TO THIS THEME PUBLICIZING COMMERCIAL SERVICES DISPLAY.

10. ISSUE 2 PRODUCT PRESS RELEASES OR DISTRIBUTE ARTICLE REPRINTS.

11. DEVELOP AND REPORT 4 TRADE OPPORTUNITIES.

1.4 CONSUMER GOODS

CAMPAIGN MANAGER: ROBERT J. MCSWAIN

CAMPAIGN STATEMENT

US CONSUMER PRODUCTS HAVE A GOOD REPUTATION IN SINGAPORE AND SALES POTENTIAL SHOULD REMAIN HIGH THROUGH FY 1976, ASSUMING NO EXTREME EFFECTS ON SINGAPORE'S ECONOMY BECAUSE OF RECESSION-INDUCED CUTBACKS IN ORDERS FOR ITS WORLDWIDE EXPORTS. THIS WILL BE A CONTINUATION OF THE EFFORTS PREVIOUSLY DEVOTED TO THE

ISSETAN AND METRO IN-STORE PROMOTIONS.

PROJECT OBJECTIVES

TO INCREASE SALES OF US CONSUMER PRODUCTS IN SINGAPORE BY \$500,000

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THROUGH AN IN-STORE PROMOTION AND FOREIGN BUYER GROUP.

ACTIONS

BY SEPTEMBER 30

1. COMPLETE ACTIVITIES BEGUN IN FY 75 FOR METRO IN-STORE PROMOTION.
2. SIGN UP A DIFFERENT STORE FOR AN FY 76 IN-STORE PROMOTION.

BY DECEMBER 31

3. GIVE LISTS OF U.S. CONSUMER PRODUCT SUPPLIERS (FOR ITEMS RECOMMENDED IN EMBASSY STUDY) TO STORE PUTTING ON IN-STORE PROMOTION (LIST TO BE MADE BY USDOC).
4. COMMERCIAL SERVICES WILL PROMOTE NEW CONSUMER PRODUCTS OFFERED IN THE US.

BY MARCH 31

5. FINALIZE ARRANGEMENTS FOR ACTIVITIES AND EXHIBITS TO BE USED FOR IN-STORE PROMOTION; INPUT WILL BE PRIMARILY FROM USIS.
6. EMBASSY WILL HOLD CONSUMER PRODUCTS CATALOG SHOW IN MARCH 1976, SUPPLEMENTED BY AVAILABLE VTR AND PRESS ARTICLES ON CONSUMER CATALOG BUYING, ITS ROLE IN US MERCHANDISING, AND RANGE OF GOODS OFFERED.

BY JUNE 30

7. ENCOURAGE FOREIGN BUYER TRAVEL TO THE US IN CONJUNCTION WITH THE SUPERMARKET INSTITUTE CONVENTION AND EDUCATIONAL EXPOSITION. (DALLAS, MAY 1976)
8. HOLD CONSUMER PRODUCTS IN-STORE PROMOTION, IF POSSIBLE INCLUDING A USDA FOOD PROMOTION.

1.5 INDUSTRIAL/COMMERCIAL SECURITY DEVICES

CAMPAIGN MANAGER: CHARLES S. AHLGREN

CAMPAIGN STATEMENT

POST HAS ACCEPTED THIS THEME FOR PROMOTION, SUBJECT TO FAVORABLE MARKET RESEARCH. SINGAPORE HAS BEEN ENJOYING A CONSTRUCTION BOOM FOR THE PAST SEVEN YEARS. CONSTRUCTION, DOMINATED BY MULTI-STORIED OFFICE BUILDINGS, HAS BEEN THE FASTEST GROWING INDUSTRY. MANY NEW PLANTS ARE ALSO SCHEDULED FOR DEVELOPMENT IN THE JURONG INDUSTRIAL ESTATE, AND OLDER PLANTS ARE STRENGTHENING THEIR SECURITY SYSTEMS. TOTAL IMPORT OF INDUSTRIAL AND

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COMMERCIAL SAFETY DEVICES AMOUNTED TO \$36 MILLION FOR CY 1974.
THE US SHARE OF THE MARKET WAS ABOUT 12 PERCENT. POST BELIEVES
WITH PROMOTION US MARKET SHARE CAN BE SIGNIFICANTLY INCREASED.

PROJECT OBJECTIVES

INTRODUCE 15 NEW US FIRMS TO SINGAPORE MARKET.
SIGN 10 AGENCY AGREEMENTS.

ACTIONS

BY SEPTEMBER 30

1. UPDATE WTDRS ON EXISTING AGENTS/DISTRIBUTORS AND SOLICIT
TRADE OPPORTUNITIES.

BY DECEMBER 31

2. HOLD AUDIO-VISUAL DISPLAY AT COMMERCIAL SERVICES ON THIS
THEME (SUBJECT TO AVAILABILITY OF MATERIALS FROM USIS OR
USDOC).

BY MARCH 31

3. TRADE CENTER EXHIBIT.
4. MAKE 30 KEY MAN CALLS.
5. PUT OUT COMMERCIAL NEWSLETTER, INCLUDING NEW PRODUCT
INFORMATION.

BY JUNE 30

6. FOLLOW-UP ON TRADE OPPORTUNITIES AND LEADS DEVELOPED AT
EXHIBIT.

1.6 HOTEL AND RESTAURANT EQUIPMENT
CAMPAIGN MANAGER: CHARLES S. AHLGREN

CAMPAIGN STATEMENT

THIS PRODUCT CATEGORY IS SCHEDULED, SUBJECT TO RESEARCH NOW
UNDER WAY, FOR PROMOTION IN FY 1976 BY USDOC SPONSORED TRADE
MISSION. TOURISM ACCOUNTS FOR APPROXIMATELY 6 PERCENT OF
SINGAPORE'S GNP.

PROJECT OBJECTIVES

INCREASE US MARKET SHARE FOR PRODUCTS UNDER THIS THEME.
APPOINT AGENTS/DISTRIBUTORS.

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ACTIONS

BY SEPTEMBER 30

1. ON BASIS OF FY 1975 MARKET RESEARCH DONE BY POST, ARRIVE
WITH USDOC AT FINAL GO/NO-GO DECISION.

BY DECEMBER 31

2. ASSUMING FAVORABLE DECISION, UPDATE WTDRS EXISTING AGENTS AND SOLICIT TRADE OPPORTUNITIES THIS THEME.

3. PROMOTE INTERNATIONAL HOTEL/MOTEL EXPOSITION NOV. 10-13 IN NEW YORK.

BY MARCH 31

4. DEVELOP TRADE LIST AND ASSIST ADVANCE MAN, PARTICULARLY IN MAKING KEY MAN CALLS.

BY JUNE 30

5. ASSIST TRADE MISSION (IN MAY).

6. FOLLOW UP ON SALES LEADS ESTABLISHED BY TRADE MISSION.

1.7 MODERN BUSINESS EQUIPMENT AND SYSTEMS

CAMPAIGN MANAGER: CHARLES S. AHLGREN

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 1890

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CAMPAIGN STATEMENT

SINGAPORE HAS SEEN A DRAMATIC INCREASE IN OFFICE BUILDING CONSTRUCTION IN 1974. MANY LARGE BUILDINGS WILL BE READY FOR OCCUPANCY IN FY 76. SINGAPORE'S ROLE AS A CENTER FOR A GROWING SERVICES AND FINANCIAL COMMUNITY ALSO HOLDS PROMISE OF GOOD MARKET FOR BUSINESS EQUIPMENT/SYSTEMS. SUBJECT TO RESEARCH CONTRACTED IN FY 75, POST RECOMMENDS A MAJOR TRADE CENTER EVENT ON THIS THEME.

PROJECT OBJECTIVES

INTRODUCE 15 FIRMS TO SINGAPORE MARKET.

SIGN 10 NEW AGENTS/DISTRIBUTORS.

300 NEW SALES LEADS.
15 TRADE OPPORTUNITIES.

ACTIONS

BY DECEMBER 31

1. UPDATE WTDRS ON KEY COMPANIES REPRESENTING THIS EQUIPMENT
AND SOLICIT TRADE OPPORTUNITIES.

BY MARCH 31

2. PROMOTE NEW PRODUCTS THIS THEME THROUGH AUDIO-VISUAL MATERIALS
IN COMMERCIAL SERVICES (SUBJECT TO AVAILABILITY OF MATERIALS).

BY JUNE 30

3. BLUE RIBBON CALLS, COMMERCIAL NEWSLETTER, AND TRADE CENTER
EXHIBIT.

1.8 WOODWORKING
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CAMPAIGN MANAGER: CHARLES S. AHLGREN

CAMPAIGN STATEMENT

THIS THEME WAS SUGGESTED BY USDOC TO REPLACE A CANCELLED TRADE
CENTER BUILDING/CONSTRUCTION EQUIPMENT EVENT, AND ACCEPTED
BY POST SUBJECT TO RESEARCH. INDUSTRY IS CURRENTLY DEPRESSED, AND
WHETHER BY MARCH 76 THERE WILL BE RECOVERY SUFFICIENT TO JUSTIFY
THIS EVENT CANNOT BE FORSEEN AT THIS TIME.

PROJECT OBJECTIVES

15 FIRMS INTRODUCED TO SINGAPORE MARKET.
10 AGENCY AGREEMENTS SIGNED.
100 NEW SALES LEADS.
10 TRADE OPPORTUNITIES.

ACTIONS

BY SEPTEMBER 30

1. UPDATE WTDRS ON KEY COMPANIES REPRESENTING AND USING THIS
EQUIPMENT.

BY DECEMBER 31

2. HOLD SPECIAL DISPLAY ON WOODWORKING EQUIPMENT AT COMMERCIAL
SERVICES, USING VTRS OR PHOTOGRAPHS REQUESTED FROM FIRMS (SUB-
JECT TO AVAILABILITY OF MATERIALS).

BY MARCH 31

3. DEVOTE SPECIAL ISSUE OF COMMERCIAL NEWSLETTER TO THIS THEME,
INCLUDING INFORMATION ON NEW PRODUCTS.
4. MAKE 30 KEY MAN CALLS.
5. HOLD TC EXHIBIT.

BY JUNE 30

6. ENCOURAGE US FIRMS TO FOLLOW UP ON TRADE OPPORTUNITIES AND LEADS DEVELOPED DURING THIS EVENT.

1.9 AUTOMOTIVE SERVICES

CAMPAIGN MANAGER: ROBERT J. MCSWAIN

CAMPAIGN STATEMENT

ALTHOUGH THE MARKET RESEARCH ON THIS THEME WAS BASICALLY NEGATIVE, WE BELIEVE THERE IS STILL A LIMITED MARKET FOR THIS EQUIPMENT.

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THE ACTIVITIES LISTED BELOW SHOULD BE FOCUSED ON MAINTENANCE AND SERVICING OF OLDER PASSENGER CARS AND FLEET OPERATIONS (TRUCKS AND BUSES). IT SHOULD EMPHASIZE MAINTENANCE EQUIPMENT RATHER THAN PARTS. THIS ACTIVITY WILL ENABLE US TO FURTHER TEST MARKET AND INCREASE SALES WITHOUT COMMITTING RESOURCES TO A USTC EXHIBITION.

PROJECT OBJECTIVES

TO INCREASE SALES OF AUTOMOTIVE SERVICE EQUIPMENT IN SINGAPORE BY INTRODUCING NEW US FIRMS TO THE MARKET, DEVELOPING SALES LEADS AND PROMOTING SAN FRANCISCO TRADE SHOW.

ACTIONS

BY SEPTEMBER 30

1. UPDATE WTDRS ON KEY COMPANIES REPRESENTING AND USING THIS EQUIPMENT. DURING INTERVIEW SOLICIT TRADE OPPORTUNITIES.
2. HOLD CATALOG SHOW.

BY DECEMBER 31

3. PROMOTE NEW PRODUCTS ON THIS THEME BY COMMERCIAL NEWSLETTER AND AUDIO-VISUAL MATERIALS IN COMMERCIAL SERVICES.

BY MARCH 31

4. PROMOTE ATTENDANCE AT INTERNATIONAL AUTO SERVICE INDUSTRY SHOW, SAN FRANCISCO, MARCH 76.
5. COMMERCE/USIA TO MAKE VTR ON EXHIBITS AT THE SAN FRANCISCO SHOW.

BY JUNE 30

6. SPECIAL SHOWING OF ABOVE MENTIONED VTR ON US SHOW.

2. OTHER PRIORITY PROJECTS

2.1 DEVELOPMENT OF COMMERCIAL INFORMATION SYSTEM

CAMPAIGN MANAGER: ROBERT J. MCSWAIN

CAMPAIGN STATEMENT

THIS IS A CONTINUATION OF THE DEVELOPMENT AND REFINEMENT OF
EMBASSY INFORMATION SYSTEM WITH PRIMARY FOCUS ON THE COM-
MERCIAL SERVICES UNIT.

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PROJECT OBJECTIVES

TO SUPPLY THE SINGAPORE BUSINESSMAN AND THE SINGAPORE-BASED
US BUSINESSMAN WITH INFORMATION NECESSARY TO MAKE INITIAL TRADE
CONTACTS FOR PRODUCTS IN WHICH THEY ARE INTERESTED.

ACTIONS

BY SEPTEMBER 30

1. TARGET REFERENCE COLLECTION IN COMMERCIAL SERVICES TO
COMPLEMENT OTHER CAMPAIGNS IN THE CCP BY SUBSCRIBING TO PER-
IODICALS AND SOLICITING CATALOG AND AUDIO-VISUAL MATERIALS
ON THOSE THEMES.
2. INTEGRATE USTC NAME LISTS DEVELOPED DURING EXHIBITIONS INTO
COMPUTER LISTS FOR EMBASSY'S INFORMATION SYSTEM.

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3. PREPARE CARD FILE SYSTEM TO ALLOW FOR LOCAL DISTRIBUTION

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TO US FIRMS OF REGIONAL TRADE OPPORTUNITIES.

4. ESTABLISH IN COMMERCIAL SERVICES CARD FILE OF US FIRMS
LOOKING FOR AGENTS FOR USE BY SINGAPORE BUSINESSMEN.

BY MARCH 31

5. HAVE COMPLETED A REGULAR SYSTEM FOR DISTRIBUTION OF NEW PRODUCT INFORMATION OF GENERAL INTEREST.

BY JUNE 30

6. UPDATE AGENT/DISTRIBUTOR FILE. ALSO UPDATE AND EXPAND LIST OF POTENTIAL REPS.

7. REVIEW AND UPDATE FOREIGN TRADERS INDEX TO EXTENT POSSIBLE.

8. COMPLETION OF 100 TRADE OPPORTUNITIES BY END OF FY 76 WITHIN COMMERCIAL SERVICES.

THROUGHOUT YEAR

PROMOTE US TRADE SHOWS UNDER FOREIGN BUYER PROGRAM. SOME OF THESE WILL BE PART OF SEPARATE CAMPAIGNS (E.G., AUTOMOTIVE SERVICES). OTHERS (FOR EXAMPLE, INBEX AND IEEE ELECTRO 76) DO NOT CORRESPOND WITH FY 76 CAMPAIGNS, BUT CORRESPOND WITH PERENNIAL EFFORT TO REACH KEY SINGAPORE INDUSTRY SECTORS.

2.2 INCREASED REGIONAL EXPORT PROMOTION

CAMPAIGN MANAGER: CHARLES S. AHLGREN

CAMPAIGN STATEMENT

MANY US BUSINESSMEN VISIT SINGAPORE BEFORE GOING ON TO VISIT COUNTRIES IN REGION. FURTHERMORE, MANY US FIRMS BASED IN SINGAPORE ARE REGIONAL OFFICES, OR HAVE REGIONAL INTERESTS. MANY SINGAPORE UNCLASSIFIED

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FIRMS HAVE EXTENSIVE TRADING CONNECTIONS IN REGION, AND SINGAPORE IS CENTER OF DYNAMIC ENTREPOT TRADE. IT IS ALSO CENTER OF REGIONAL OIL EXPLORATION AND SUPPORT ACTIVITIES. EMBASSY CAN DO MUCH TO CAPITALIZE ON SINGAPORE'S REGIONAL ROLE.

PROJECT ACTIVITIES

1. OFFICER IN CHARGE OF MAJOR PROJECTS TO KEEP UP-TO-DATE LIST OF REGIONAL AS WELL AS LOCAL MAJOR PROJECTS. PARTICULAR ATTENTION TO BE PAID TO EXPORT OPPORTUNITIES RESULTING FROM REGIONAL OIL EXPLORATION AND PETROCHEMICAL DEVELOPMENT.
2. INCREASED DISTRIBUTION OF REGIONAL MAJOR PROJECT AND TENDER INFORMATION TO US FIRMS AND AGENTS BASED IN SINGAPORE.
3. TRAVEL TO SURROUNDING COUNTRIES OF SOUTHEAST ASIA, ESPECIALLY MALAYSIA, INDONESIA, PHILIPPINES AND THAILAND, TO CONFER ON REGIONAL TRADE PROMOTION PROGRAM AND MAKE INDUSTRY CALLS ON BEHALF UPCOMING EXHIBITIONS AT USRTC. ALSO TO KEEP INFORMED ON MAJOR PROJECT OPPORTUNITIES AND MARKETS IN REGION.
4. USRTC MAILINGS OF PROMOTIONAL MATERIALS IN SUPPORT OF ITS EXHIBITIONS TO POSTS IN REGION (WHICH WILL THEN DISTRIBUTE LOCALLY).
5. USRTC TO GIVE DIRECT SUPPORT TO THE FOLLOWING "OFF-SITE" EXHIBITIONS:

A) HEALTH CARE INDUSTRIES, BANGKOK, NOVEMBER 1975

B) ENERGY SYSTEMS, JAKARTA, APRIL 1976. CRONK

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SINGAP00342
Document Source: CORE
Document Unique ID: 00
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